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### ***Kernan Unveils New Internet Tools for Economic Development***

INDIANAPOLIS – Indiana's official socio-economic research Web site is now home to two new economic development tools that are the first of their kind in the country.

Lt. Governor Joe Kernan and representatives of Indiana University's Indiana Business Research Center (IBRC) today unveiled the new databases available through STATS *Indiana*, [www.stats.indiana.edu](http://www.stats.indiana.edu).

The databases instantly allow businesses or development officials to compare benchmarks between Indiana communities and their competitors in other states. Having this kind of information available online will assist with Indiana's efforts to lure new companies, and at the same time, businesses will have a new, more efficient way to learn about what the state has to offer.

"This is a huge step forward for business development and job growth," said Kernan, who serves as the director of the Indiana Department of Commerce. "These new Web-based tools will put the latest data and research at our fingertips. It will allow for quicker, more specific responses, and in today's competitive world that's essential."

The new functions of STATS *Indiana* include:

- ***Indiana IN Depth*** provides key indicators for Indiana's counties, regions, and metropolitan areas. Annual commuting patterns, education levels, population trends and industry mix are available in an easy to use printable format. In addition to extensive state and federal data, *Indiana IN Depth* offers a unique region building feature that allows users to customize searches to better understand local and regional impacts.

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- ***USA Counties IN Profile*** gives users comparisons between Indiana counties and similar counties in other states, with extensive national and state rankings and percentage changes on such important figures as unemployment rates, education levels, population growth, wages per job and migration patterns. With a database of 3141 counties, the *USA Counties IN Profile* offers a peer-finding utility that immediately links the user to profiles of counties that are similar in size or income to the one you choose.

“STATS *Indiana*’s combination of content and functionality makes it one of the most advanced such systems in the country,” said Carol Rogers, IBRC associate director in charge of information systems and services. “These new databases put extensive demographic and economic research at the users’ fingertips and at no charge. We are very excited about the potential this brings and are thankful for the partnership between the IBRC and Commerce that makes it happen.”

STATS *Indiana* is a Web-based information system developed and maintained by the Indiana Business Research Center through Indiana University’s Kelley School of Business with funding from the Indiana Department of Commerce. It is specifically aimed at supporting Hoosier economic and community development efforts, but is heavily used by the educational, government and non-profit sectors.

The IBRC is already working on enhancements to be released soon – a profile for all MSAs (metro areas) nationwide, plus a side-by-side comparison featuring graphs and, ultimately, maps. Improvements to interactive data selection and time series are also underway, along with continuous content building that will continue to give developers the information advantage over other states.

“For economic developers, this is a dream come true,” said Greg Wathen, president of the Indiana Economic Development Association. “This puts the information in the hands of the folks who need it most. This advancement will allow every community to assess itself as well as its competitors and that should go a long way to advancing the economic development efforts all across this state.”

For more information regarding STATS *Indiana*, or other economic development programs, please contact Jeff Harris, media relations director, Indiana Department of Commerce at 317 232 2464.

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